Financial New York Times 1/19/67 :"The Death of A President" has brought Look magazine its greatest newsstand deamnd in 30 years of publication". Instead of the usual 500,000 of the 7.7 million copies being sold on newsstands, the story quotes "industry sources" as indicating that of the first issue with the serialization 1.3 million were sent and the figure could reach 1.5 (with the sales price up to 50¢ with this issue, the added gross to the newsstand was a half million dollars. Does it not see that Look could have been within a sneeze of breaking even on the first instalment, with ahlf of the purchase proce having been contracted in subsidiary rights) Here, according to the story, "The publicity value of the lawsuit by the Kennddy family is incalculable" (is this the reason Look did not come to terms when what was deleted was so little and so entirely without significance?). Further on the profit side for look, with the 2/7 issue the guaranteed circulation, on which ad revenues are based, went up.

TIME 1/20 estimated the "fortune" that was Manchester's at about $2,500,000.00. AP and the New York Times, $2,750,000.00 (1/17)